

**WTVA
SIGNIFICANT TREATMENT
OF COMMUNITY ISSUES
JULY 1 – SEPTEMBER 30, 2007**

ISSUE: ACCIDENT PREVENTION

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/7/07– 5:00– 5:30 P.M.

OCCUPATIONAL THERAPISTS LISA BROWN AND WALKER POWELL TALKED ABOUT HOW PEOPLE CAN FALL DUE TO DIFFERENT REASONS. THEY MAY BE WEAK, HAVE EFFECTS OF MEDICATION, OSTEOPOROSIS OR OTHER SITUATIONS. THEY CAN GO INTO SOMEONE'S HOME AND RE-ARRANGE THINGS TO MAKE THE ENVIRONMENT SAFER. DEVICES LIKE A WALKER WITH A BASKET CAN HELP. SPECIAL HAND RAILS IN CERTAIN AREAS AND ALSO SEATS TO HELP IN THE SHOWER. SOME OF THESE THINGS ARE COVERED BY MEDICARE AND SOME ARE NOT.

ISSUE: LEADERSHIP

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/14/07– 5:00 – 5:30 P.M.

BRYAN COLLIER, SENIOR PASTOR OF THE ORCHARD CHURCH AND ROGER WELDON, CITY PRESIDENT OF REGIONS BANK TALKED ABOUT A LEADERSHIP SUMMIT. THIS IS THE 12TH YEAR OF THE CONFERENCE THAT IS BASED IN CHICAGO AND IS LINKED BY TELECONFERENCE TO OTHER SITES IN THE UNITED STATES. ABOUT 175 SITES ARE LOCATED IN THE COUNTRY TUPELO IS ONE OF THE SITES.

ISSUE: SCHOOL DROPOUTS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/21/07 – 5:00 – 5:30 P.M.

JANE SPAIN, BILLY CREWS, TOM ROBINSON AND SCOTT BEBOUT ARE MEMBERS OF MEDIA ALLIANCE WHICH COVERS 27 COUNTIES IN NORTH MISSISSIPPI AND TRIES TO IMPROVE HIGHER LEVELS OF EDUCATION IN THE REGION. THEY SAY THE SCHOOL DROPOUT RATE IN MISSISSIPPI IS 26.6% WITH SOME AREAS IN OUR REGION EVEN HIGHER. DROPOUTS ARE 8 TIMES MORE LIKELY TO GO TO PRISON, EARN ABOUT \$10,000 LESS THAN SOMEONE WITH A COLLEGE DEGREE, HAVE A SHORTER LIFE EXPECTANCY, MORE LIKELY TO SMOKE, AND DON'T HAVE HEALTH INSURANCE.

ISSUE: INTERNET PROBLEMS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/28/07 – 5:00 – 5:30 P.M.

DANNY GIROUX AND JAMES CUNNINGHAM, DEPUTIES WITH THE LEE COUNTY SHERIFF'S DEPARTMENT TALKED ABOUT AN INTERNET STING OPERATION STARTED IN MAY OF 2006. THERE HAVE BEEN 13 ARRESTS SINCE THEN OF PEOPLE TRYING TO MEET WITH A MINOR FOR THE WRONG PURPOSES. DANNY GIROUX CHATS WITH THE SUSPECT OFTEN WARNING THEM ABOUT THE AGE SITUATION. THEY EVEN TRY TO GIVE THE SUSPECT A WAY OUT PRIOR TO A PLANNED MEETING LOCATION. JAMES CUNNINGHAM IS ABLE TO RETRIEVE INFORMATION ON A COMPUTER TO USE AS EVIDENCE IN COURT.

ISSUE: DISASTER AID

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 8/4/07 – 5:00 – 5:30 P.M.

PATTI TUCKER, DIRECTOR OF THE NE MISS CHAPTER OF THE RED CROSS TALKED ABOUT THE RED CROSS BEING INVOLVED IN HELPING AFTER THE 1936 TUPELO TORANDO WHERE MORE THAN 200 PEOPLE DIED. THEY HELP WITH SHELTER, CLOTHING AND FOOD. THEY ALSO TEACH SAFETY COURSES AND NOTIFY A MILITARY MEMBER OF FAMILY EMERGENCY HERE IN THE UNITED STATES. WE ALSO DISCUSSED THIS BEING THE 90TH ANNIVERSARY OF THE RED CROSS.

ISSUE: JOBS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 8/11/07 – 5:00 – 5:30 P.M.

DR. JEFFERY LIKER, AUTHOR OF THE BEST SELLING BOOK "THE TOYOTA WAY" TALKED ABOUT THE 14 MANAGEMENT PRINCIPALS THAT MANY OTHER COMPANIES HAVE ADOPTED. HE TALKED ABOUT RESPECT FOR PEOPLE AND CONSTANT IMPROVEMENT. WE ALSO TALKED ABOUT THE IMPACT OF THE NEW TOYOTA PLANT IN OUR AREA WHICH WILL EMPLOY ABOUT 2000 PEOPLE.

ISSUE: WOMEN IN THE WORKFORCE

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 9/8/07 – 5:00 – 5:30 P.M.

RUBY DEL HARDIN, CHAIRMAN OF NEW EXPECTATIONS FOR WOMEN IN MISSISSIPPI (NEWMS) WHICH BEGAN IN 2004 TO HELP GIVE WOMEN ENCOURAGEMENT TO COMPETE IN THE WORKFORCE. WORKSHOPS ARE HELD TO TEACH SKILLS TO HELP THEM OBTAIN A JOB. IT ALSO IS A CLEARINGHOUSE TO GIVE WOMEN INFORMATION ABOUT WHERE TO GO FOR FOR HELP ON CERTAIN QUESTION LIKE HEALTH. WE TALKED ABOUT A SKILLS CLASS THAT STARTS SEPTEMBER 18TH AND A WOMEN OF DISTICTION LUNCHEON SCHEDULED FOR SEPTEMBER 21ST.

ISSUE: ADDICTION

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 9/29/07 – 5:00 – 5:30 P.M.

CINDY TIDWELL AND LEE GARNER OF COMMUNITY COUNSELLING SERVICE WERE TODAY'S GUESTS. THIS IS A NON-PROFIT ORGANIZATION THAT HELPS PROVIDE TREATMENT FOR ALL AGES. STATISTICS SHOW ABOUT 23 MILLION AMERICANS SUFFER WITH SUBSTANCE ABUSE; ADDICTION TO ALCOHOL OR OTHER DRUGS. ADDICTION PROBLEMS SEEM TO BE HAPPENING AT AN EARILER AGE. SEPTEMBER IS RECOVERY AWARENESS MONTH. SERVICES ARE ALSO AVAILABLE TO SCHOOLS.